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THE EIGHTEENTH INSTITUTE FOR EDUCATION BY RADIO  
WILL BE HELD IN COLUMBUS, OHIO, APRIL 30 - MAY 3  
AER MEMBERSHIP MEETING, APRIL 30, 10 A. M.  
ANNUAL AER LUNCHEON, MAY 1

**THE ASSOCIATION FOR EDUCATION BY RADIO**

# Who? What? Where? When?

**Haines Fay** has left the KWSC staff for a post with KVOS, Bellingham, Washington.

**National Boys and Girls Week** marks its twenty-eighth annual observance from April 24 to May 1. This year's theme is: "Youth—Key to the Future."

The **National Association of Broadcasters** announced on February 25 that its total membership had reached the new high of 2,015. It had grown from 1,474 in November, 1947.

**Eldon Barr**, KWSC program director, was in Morristown, New Jersey, recently securing a new seeing-eye dog. Mr. Barr, who has been blind since childhood, is widely known as an announcer-trainer and program man.

**William J. Temple**, Brooklyn College, has an important article, "Sound Recorder Parade," in the March 1, 1948, issue of *Scholastic Teacher*. It provides brief descriptions and prices of the best known wire, disc, and tape recorders.

**Station KUOM**, University of Minnesota, received important publicity from the daily newspapers concerning the Minnesota School of the Air during the time the Minneapolis schools were closed by a teachers' strike which began February 24.

**Madeline S. Long**, consultant in radio education, Minneapolis public schools, has an article, "Classes Try 'Guest Star,'" in the *Minnesota Journal of Education*, March, 1948. It describes the classroom use of a series of recordings prepared by the U. S. Treasury Department.

The **Empire State FM School of the Air** now makes available to a wider audience in New York State the classroom programs produced by the Rochester, New York, public schools. The initial network consisted of WSYR-FM, Syracuse; WHFM, Rochester; and WWHG, Hornell.

**Junior Town Meeting League** has a new pamphlet, *Discussion and Current Affairs: What Is a Practical Program for Teaching Current Affairs in Secondary Schools?* AER members may secure single copies free by writing to the League, 400 South Front Street, Columbus 15, Ohio.

The **New York Times Youth Forum** [Dorothy Gordon, moderator] and Station WQXR received an award from the National Conference of Christians and Jews on February 28. These annual awards are made to radio stations and networks for "contributions to understanding and respect among the American people."

**Marywood College**, Scranton, Pennsylvania's oldest Catholic women's college, began in March a new series of weekly 15-minute programs on *Women of Heaven and Earth*. The programs are produced and transcribed at WARM, Scranton, and rebroadcast by seven Pennsylvania stations. The series was a project of the college's class in radio technique.

**Dick Ross**, former KWSC chief announcer, has joined the announcing staff of KIRO, Seattle.

**Dr. Franklin Dunham** has an article, "New Look for FM in Education," in the January, 1948, issue of *Nation's Schools*.

The **1947 Peabody Awards** will be announced at a luncheon meeting of the New York City Radio Executives Club in April.

**Dr. I. Keith Tyler** announced recently that the 1948 Institute for Education by Radio [April 30 to May 3] will neither consider nor vote on resolutions.

**Dorothy Gordon**, WQXR Youth Forum director, served as moderator of a panel of six student editors on WQXR on March 12. Discussion topic was: "What Do We Mean by Freedom of the Press?"

**CBS Television Station WCBS-TV** [New York] broadcast the third annual *Herald-Tribune* Forum for High Schools on March 6. The broadcasts ran from 8:45 a.m. to 12:30 p.m. and from 1:45 p.m. to 5:00 p.m.

**Mrs. Hazel Kenyon Markel**, WTOP director of education and community service, probably gets more wide-spread listeners to *D. C. Dateline*, a local Sunday morning show, than any other woman in radio, according to a CBS release.

The **University of Colorado** began in March a series, *Your Career*, consisting of thirteen programs featuring educators from the University and outside specialists. This series, aimed at answering "career" questions, is being carried by eight Colorado stations.

**Dr. Tracy F. Tyler**, *AER Journal* Editor, was elected to the Board of Directors of the Horace Mann League of the United States at the annual meeting held in Atlantic City, February 26. Dr. Tyler is currently secretary-treasurer of the Horace Mann League—Minnesota Chapter.

**Hale Aarnes**, chairman, Radio Education Department, Stephens College, was appointed recently to the Committee on Radio of the Speech Association of America. Other committee members are Armand Hunter, Temple University; and Harry M. Williams, Miami University, Oxford, Ohio.

**Pat Griffith**, formerly information director, Washington Bureau, *Manila Evening News*, was appointed recently to the post, director of women's activities, National Association of Broadcasters. She is a graduate of DePauw University, and served at different times on the staffs of stations WLS, Chicago; and WHO, Des Moines.

**Station KWSC**, Washington State College, plans to spend \$100,000 during the next eighteen months in expanding its facilities. Plans call for doubling the work space, constructing two new large studios, installing the finest recording equipment, and erecting a new transmitter and antenna system at a new location five miles southeast of Pullman.

The College of Science, University of Nanking [China] is offering a number of courses in radio, including a seminar.

**Temple University**, Philadelphia, formally dedicated new \$40,000 studios in January. \$25,000 of the cost was contributed by Station WFIL.

**Mark Haas**, educational director, Station WJR, Detroit, and AER member, was appointed in early March to the post of television program director of WJR.

The **University of Wisconsin** announces the fourth annual Public Service Radio Institute at Madison from July 5 to 10. Inquiries should be addressed to H. B. McCarty, Radio Hall, University of Wisconsin, Madison.

The **Christian Science Monitor** devoted an entire page of its issue of February 4, 1948, to ABC's outstanding program, *The Greatest Story Ever Told*. Every AER member will find this feature story well worth reading.

**On the Dial**, is a new NBC program guide which made its first appearance with the issue for March, 1948. It is described as "A Selective Guide to NBC Radio Programs," measures 7½ x 10 inches, and replaces *This Is the NBC*, which began in September, 1941.

## NATIONAL OFFICERS

**WILLIAM B. LEVENSON**, President, assistant superintendent of schools, Cleveland, Ohio.  
**FRANKLIN DUNHAM**, First Vice-President, chief of radio, U. S. Office of Education, Washington 25, D. C.  
**THOMAS H. RISHWORTH**, Second Vice-President, director of radio, University of Texas, Austin, Texas.  
**GERTRUDE G. BRODERICK**, Secretary, Federal Radio Education Committee, Washington 25, D. C.  
**GEORGE JENNINGS**, Treasurer, director, Chicago Radio Council, 228 N. La Salle St., Chicago 1.

## PAST NATIONAL PRESIDENTS

**HAROLD W. KENT**, president, Kamehameha schools, Honolulu, Hawaii.  
**I. KEITH TYLER**, director of radio education, Ohio State University, Columbus 10.  
**KATHLEEN N. LARDIE**, director, Station WDTR, Detroit public schools, Detroit 6, Michigan.

## REGIONAL PRESIDENTS

**RUTH WEIR MILLER**, Northeastern, educational director, Station WCAU, Philadelphia 3.  
**PARA LEE BROCK**, Southeastern, director of education, Station WATL, Atlanta, Georgia.  
**BLANCHE YOUNG**, Great Lakes, radio consultant, Indianapolis public schools.  
**RUSSELL PORTER**, West Central, Department of Communications, University of Denver.  
**SHERMAN P. LAWTON**, Southwestern, coordinator of radio, University of Oklahoma, Norman, Oklahoma.  
**JAMES MORRIS**, Pacific Northwest, director, Station KOAC, Corvallis, Oregon.  
**RICHARD H. REEVE**, Pacific Southwest, 2500 Sixth Ave., Sacramento, California.  
**KENNETH CAPLE**, Canadian, director of school broadcasting, British Columbia, Canada.

## ALPHA EPSILON RHO

The Association sponsors Alpha Epsilon Rho, an undergraduate, professional fraternity in radio.  
**SHERMAN P. LAWTON**, Executive Secretary, University of Oklahoma, Norman, Okla.

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TRACY F. TYLER, Editor

VIRGINIA S. TYLER, Assistant to the Editor

GEORGE JENNINGS, Business Manager

## Radio and the VD Battle

ONLY A FEW YEARS AGO Surgeon-General Parran of the U. S. Public Health Service, while Commissioner of Health for the State of New York, was cut off the air because he used the word *syphilis* in a radio talk on public health.

But recently, when Columbia University announced that it had entered into a contract with the U. S. Public Health Service to produce for it a series of dramatic transcriptions on syphilis, and when the University invited a group of station executives from various states to a conference to discuss problems connected with the project, the response was very different. Almost all those invited came, some traveling a considerable distance to join the meeting. All these were eager to help, and most were anxious to be among the first to broadcast the proposed programs.

What is behind the change in attitude? Why is it suddenly considered important to tell about syphilis on the air? And why has this become a problem not only for doctors and health officials, but also for universities?

In the last few years, a historic development has taken place. Penicillin has, *medically speaking*, almost made VD a solved problem. Early syphilis can now be treated successfully in a matter of days, gonorrhea in one treatment. Yet the struggle against these diseases moves at a snail's pace, because *most cases do not come to doctors*. Ignorance, fear, and other roadblocks keep them away.

Here we suddenly come to the realization that the old *don't-mention-that-word* attitude in relation to syphilis is not merely excessive good manners; it is a real menace to public health. So long as syphilis is a subject not to be mentioned in polite society, nor in the family circle, nor on the radio, just so long will this be a disease that people will hesitate to take to the family doctor, but will instead conceal, or take

to a quack, with added danger to the general welfare.

Worse yet, because the mass media have not, until recently at least, publicized the facts on syphilis, many who are infected are not even aware of their condition. The early symptoms disappear even without treatment, and are sometimes hardly noticeable, so that an infected person may go on for years thinking he's well, until the disease reaches later stages in which it is no longer easy to combat, but leads to insanity, paralysis, blindness, or heart failure.

Thus, our "good manners," together with the receptive nature of syphilis, have led to the situation of which we became aware through the bloodtesting of World War II selectees. In one state almost a third of those tested were found to have syphilis. Most states were much better off, but many faced a more serious problem than they had ever suspected.

Now penicillin gives them a chance to tackle that problem—if *the cases can be found!* This means there must be created, first of all, a mental climate in which this subject can be mentioned, and will not be concealed in terror. Then people must be taught to recognize the symptoms when they see them, and to understand the danger of remaining untreated. Medicine has developed the tools; now the job is one of education. And because many of those to be reached are probably not reading people, it is an educational job in which radio must play a part.

The U. S. Public Health Service, in turning to a University for cooperation in its radio plans, has taken a step that may well set a pattern. Universities and colleges active in broadcasting will undoubtedly play a special part in the coming drives.

Here is how these drives will work.

State and local health departments throughout the country will be encouraged, through federal aid, to launch

local and regional drives to persuade any who may have syphilis, or may have been exposed to it, to come to doctors or clinics for a checkup, and treatment if needed. When such a community drive is planned, bloodtesting facilities will be made ready. Then an information campaign, using radio, newspapers, pamphlets, lectures, and other media, and enlisting the cooperation of religious, educational, business, fraternal, social, and other groups, will be launched. The health department seeking the help of radio station executives will turn over to them the material now being prepared by Columbia University. Some stations will want to supplement this with a great deal of local radio activity.

The kit being prepared by Columbia University will include ten transcribed programs written by professional writers and featuring star performers, related publicity and promotion material, and several scripts for local use. Some of these scripts are being planned with an eye on the college and university production workshops. It is hoped that wherever these are an active force in the community, their help will be enlisted by stations, commercial or non-commercial. We cannot invite the workshops to take the initiative, because the material is designed to be used only in connection with community-wide campaigns. Distribution will not be from Columbia University, nor from the U. S. Public Health Service. A local or state health department will map the plans, and will generally turn over to the radio executives of the community the management of the radio wing of the drive. But it is hoped that wherever these invite the participation of university or college radio production groups, the latter will stand ready.

Here is one of the most challenging and worthwhile assignments radio has been asked to tackle.—ERIK BARNOUW, program director, University Committee on Radio, Columbia University.



# Wisconsin's Educational FM Network

**M**ARCH 30, 1947, may be recorded as an important date in the educational history of Wisconsin, for it was on that day that a new program service was officially launched over WHA-FM, first station in a state network of FM transmitters. With technical features far superior to AM and with no limitations on hours of operation, FM opens the way to a greatly expanded daytime and evening broadcasting service for Wisconsin citizens.

The year 1947 was marked also by the beginning of construction of the second FM station in the proposed network, located on Lapham Hill near Delafield, and by an appropriation of funds by the 1947 Legislature for two additional stations, one to be located in Calumet County and the other on Rib Mountain near Wausau.

The University of Wisconsin is one of several state agencies represented on the State Radio Council, established by the 1945 Legislature "to plan, construct, and develop a state system of broadcasting for the presentation of educational, informational, and public service programs."

Under this authorization the Council is proceeding with the building of a state FM network which will be used jointly by divisions of the state's educational system and by state departments and agencies having informational and educational functions. Funds are appropriated directly to the Council and "administered through the business office of the University." These funds do not appear on the University budget, and are disbursed on authorization from the Council.

The legislative act which created the State Radio Council and provided funds for initial units in a state FM system instructed the Council to "formulate policies regulating the operation of such a state system." Policies thus far adopted by the Council include the following statements of special interest to the University:

[1] The Council assumes that the Division of Radio Education of the University will continue to maintain a program staff of at least the present size and quality. This staff will be responsible for network programs originating in the University. The Council should assume this responsibility for network programs originating elsewhere.

[2] The Council believes that it should not

set up now a separate administrative and program staff. Instead, some members of the present staff should be employed jointly by the Council and the University.

[3] The Council believes that departments sponsoring a broadcast, or a series of broadcasts, should be responsible for program content, and the Council should not employ subject matter specialists. The Council staff should give assistance in preparing the material for radio presentation and should be responsible for rehearsing, directing, and announcing the programs.

[4] The Council budget should cover expenses involved [over and above the regular WHA budget] in programming the network, especially during the evening hours.

The State Radio Council is made up of eleven members representing the University, State Department of Public Instruction, state teachers colleges, State Board of Vocational and Adult Education, and the State Department of Agriculture, in addition to the Governor. All members serve "ex officio and without compensation." Present officers of the Council are Dr. Henry L. Ewbank, *chairman*; Milton H. Button, *vice-chairman*; and Harold B. McCarty, *executive director*.

Beginning with a six-hour daily schedule, the FM service has since been expanded to thirteen hours daily, 9 a.m. to 10 p.m. WHA and WHA-FM carry the same programs simultaneously until

sunset, when WHA is required to sign off. The FM station continues throughout the evening with a variety of programs emphasizing adult features, including the rebroadcast of certain College of the Air programs heretofore heard only during the daytime.

Reports from listeners to the FM service, which began officially on March 30, 1947, indicate that WHA-FM is being heard regularly over a 60-mile radius. Many reports have come in from beyond that range, the farthest being 128 miles. Listeners in Michigan, Illinois, and Iowa have reported hearing the station.

The State Radio Council proposed to establish a state-wide network of FM transmitters located at Madison [on the air], Delafield [under construction], Calumet County [Spring, 1948], Rib Mountain [Summer, 1948], Ashland-Superior, Dunn County, La Crosse, and Blue Mounds. Available funds provide only for the first four stations. It remains for succeeding legislatures to make provision for the additional facilities required for complete state coverage.—Adapted from the Annual Report, University Radio Committee, University of Wisconsin, January 12, 1948.

## Events — Past and Future

### Lindenwood College Conference

The role higher education must play in the development of radio as a medium of communication and culture will be the theme of the second annual radio conference at Lindenwood College, St. Charles, Missouri, on April 23. Lindenwood is rapidly developing its radio program, of which the conference is an annual feature.

Student delegates from universities and colleges in Missouri and Illinois, high school students and teachers of the Greater St. Louis area, and representatives of local radio stations will attend.

Dr. I. Keith Tyler, director of radio education, Ohio State University, will speak at the evening session on "Radio in the Re-education of Germany." Dr. Tyler spent several months in Germany last year as special advisor to the United States Army.

At the morning session, Edward Breen, Station KVFD, Fort Dodge,

Iowa, and Joe Du Mond, Station KXEL, Waterloo, Iowa, will meet with the students of the college's radio classes to discuss informally the opportunities and requirements for persons desiring to enter the commercial radio field.

A feature of the afternoon session will be a panel discussion on the question: "Has Radio Come of Age?" Participants will be Marguerite Fleming, radio consultant, Harris Teachers' College, St. Louis; Ray Dady, newscaster and manager, Station KWK, St. Louis; Irving Dilliard, editorial writer, *St. Louis Post-Dispatch*; and Souard Johnson, executive secretary, Station KMOX, St. Louis.

During the afternoon session Dr. Tyler will hold a conference with Lindenwood College faculty members and administrative staff to discuss the various phases of radio education in the college curriculum.

Lindenwood's radio program is under the direction of Martha May Boyer. Radio courses now offered by the college include Introduction to Radio, Radio Speech, Radio Production, Radio Continuity Writing, and Arrangement and Composition of Radio Music.

Plans are now being made to build and operate a low power campus radio station. The college already has modern soundproof studios and complete equipment for monitoring, amplifying, and recording programs.

An application has been filed by the local radio club for membership in Alpha Epsilon Rho, national educational radio fraternity.

### Nebraska Experiments in Television

Television made its initial appearance at the University of Nebraska, February 23, when Station WOW's television crew teamed with the University's radio section to produce a document entitled "Man's Best Food—Milk."

The story explained the advantages of pasteurized milk over the raw product, and the need for home pasteurization in the rural home. The dramatic skit was preceded by a milk-cooling demonstration by two 4-H club members.

Mal Hansen, WOW farm director; George Round, head of University public relations; and Paul L. Bogen, director of University radio, did the initial planning for the over-all production and program content. Arnold Barager, associate home economist, acted as technical adviser. Mr. Bogen, aided by Bill Dempsey, radio instructor, and Darrel Peters, graduate student, had charge of dramatic production.

Gaylord Marr, University senior, wrote the dialogue and made the original set designs. Bob Black, technical director, University Theatre, supervised set construction. Twelve university students comprised the stage crew. The cast was selected from members of the university radio classes.

WOW Television Director Russ Baker acted as producer, and Joe Herold, television engineer for WOW, headed the technical crew. The demonstration was held on the University campus. The program was transmitted from the basement studios to a first floor auditorium.

The production, approximately thirty-five minutes in length, ran three

performances; the final dress rehearsal in the afternoon was for speech students. The two evening performances were shown to members of the faculty and invited guests from the area. Members of Alpha Epsilon Rho, honorary radio fraternity, acted as guides for inspection tours of the equipment between performances.

### Michigan Radio Conference

"The right to editorialize is almost a duty" of American broadcasters, was the opinion expressed by Robert Saudek, vice-president and director of public affairs, American Broadcasting Company, at an afternoon panel discussion in connection with the Third Annual Michigan Radio Conference held on the Michigan State College campus March 5.

Saudek, who delivered a luncheon address earlier on the subject of "Radio Looks at the Problem of Community Utilization of Its Radio Resources," was one of more than 200 state and national radio, education, and community leaders who gathered for the conference. Director of the conference was Joseph A. Callaway, director of radio education, Michigan State College.

The ABC executive expressed the belief that editorializing in the public interest was part of the privilege of station ownership, and that it is the station's duty to fight against illegalities and frauds, or for programs for community welfare. Saudek added that radio must be classified with the other media of mass communication in this respect, and if the other side of the question can be aired through other means, the radio station should not be demanded to present both sides of all controversial issues.

Professor Kenneth Bartlett, chairman, Department of Radio, Syracuse University, discussed the same topic from the educator's point of view. An address of welcome was given by College President John A. Hannah. Luncheon addresses by Mr. Saudek and James Mahoney, manager, Western Division Station Relations, Mutual Broadcasting System, were followed by separate discussion panels for radio executives, community leaders, and educational representatives.

In reference to political broadcasting, two members of the executives' panel rapped the FCC's interpretation in the recent Port Huron case. Edwin K.

Wheeler, assistant manager, WWJ, Detroit, charged that the FCC ruling that station owners had no right to censor political scripts went far beyond the constituted authority of that body. James Mahoney, MBS executive, added that the only result of this ruling was to completely cloud the highly controversial matter of radio and political broadcasts.

Professor Bartlett urged in his address a cooperative effort between commercial radio and education to make public service programs more attractive and interesting. He also presented a four-point program for stopping the "unfortunate trend" of separation between commercial stations and educational institutions.

Professor Bartlett insisted on these points:

[1] Radio stations and networks should have professional education representatives on their staffs and boards. "Too often boards and staffs come from business interests alone," he said.

[2] One or two-week clinics should be held periodically on university campuses to bring professional radio men up to date on developments in the field. "If radio is really serious about the classification of its employees as professional, they must move in the direction of professional training prefaced by certain characteristics of a general education."

[3] "I'd like to suggest more university-sponsored research in the social implications of radio broadcasting."

[4] "A fourth way of greater utilization of a community's greater radio resources is for all teachers to have some training in program appreciation."

### Western Radio Conference

The first annual Western Radio Conference was held March 20-21 in Marines Memorial Building, San Francisco. "Development of the Responsible Use of Public Interest Broadcasting" was the keynote.

Responsibility for Conference plans rested with James Day, NBC public service director, San Francisco, who acted as chairman; John C. Crabbe, director of radio, College of the Pacific, Conference program chairman; and K. L. Dragoo, KALW, Conference secretary.

The Western Radio Conference was sponsored by network and local station broadcasters and educators from the nine Western states, who long ago recognized the need of a general meeting in that area for representatives of the industry and school administrators. The PTA, AAUW, and other state and civic organizations, regarding radio as a me-



dium of community education, endorsed the Conference and their delegates served as members of the arrangements committee.

Special group tables were features of the noon luncheon on the opening day. One section was reserved for the AER and its annual meeting and election of officers were held at that time. Richard H. Reeve, Sacramento, is president, Pacific Southwest AER. There were sessions both in the morning and afternoon at which speakers discussed some of the mutual problems of educators and broadcasters.

The closing day's schedule began with a 10:30 a.m. breakfast at which school administrators and instructors who have used radio effectively in the classroom and have arranged successful broadcasts discussed teacher participation. The closing session, at noon, found discussions directed to the adaptation of broadcasting to public relations, human relations, and public service.

A special feature of the Conference was an exhibition of audio-visual aids and radio equipment for school and organization use. Also local radio stations held "open house" for those interested in production and technical application.

### Pontiac Reaches 250

The Pontiac high school Radio Workshop presented its two hundred fiftieth broadcast over Station WCAR, Pontiac, Michigan, February 16, 1948. Beginning its ninth year on the air, the Workshop has increased its broadcast schedule from the one 15-minute pro-

gram weekly broadcast during its first year of air work to the present three 15-minute programs weekly.

Under the direction of Ola B. Hiller, the Pontiac high school Radio Workshop has become noted as one of the outstanding high school radio groups in the country. At the Tenth Annual School Broadcast Conference in Chicago in October, 1946, this group was a participant and won the high praise of radio educators. It was one of two high schools which participated with a number of college groups at the Conference.

The 1947-48 broadcast series of the Workshop is of special educational value to all public school systems in the area. On Mondays, the quarter-hour dramatic production, *More Wonderful Than Magic*, is a science program for elementary grades 3-6. The adventures of Peter and Penny do not attempt to teach scientific facts but rather to stir the interest of children in science. On Wednesdays, the group broadcasts *It's Story Time*, a quarter-hour program of stories for the primary grades. On Fridays, *These Lasting Things*, a quarter-hour dramatic program is broadcast for grades 5-12 to foster a greater appreciation of the American heritage.

These programs are available to all schools in the area, and under the guidance of Miss Hiller, teachers' study sheets and suggestions covering the broadcasts are mailed regularly to approximately 500 teachers. The in-school listening audience alone has been estimated at 15,000 students.

## Local Association Activities

### New York Metropolitan Area

Planning is under way to launch a strong new AER chapter in the New York Metropolitan area with an initial meeting to be held in mid-April. The planners are a group of AER members active in school, college, and public service radio in and around New York.

At a dinner conference in the *New York Times* private dining room with Dorothy Gordon, *Times* Youth Forum director serving as hostess, the AER members agreed that the capital of radio should have a capital AER chapter. Present were: James Macandrew, radio director, New York board of education; Ruth Trexler, education and religious program director, ABC; Seymour Sie-

gel, director, WNYC; Eleanor N. Sanger, WQXR program director; Leon Levine, director, American School of the Air, CBS; Dorothy Klock, WNYE; William Coleman, Fordham University radio director; Anne Lehrback, WBGO [Newark Board of Education] staff member; Elsie Dick, MBS public service director; and William D. Boutwell, editor, *Scholastic Teacher*.

One of the first aims of the new Metropolitan chapter will be a membership drive. At present there are about 100 members in New York, Northern New Jersey, and nearby Connecticut. AER leaders believe that this can be increased by 200 or more. Among possible activities discussed are a series

of meetings and an annual regional meeting that would serve the Middle Atlantic and Northeast.

Subjects tentatively set for the first meeting are the current issue before the FCC, "Should radio editorialize?" and "What's ahead for television?"

### Portland, Oregon

The Portland, Oregon, AER held its Spring Conference in the main studios of Station KEX all day on Saturday, February 7. The 1948 Conference, featuring classroom demonstrations on the utilization of educational radio broadcasts, was a result of the many requests which followed the 1947 meeting. More than one hundred educators, PTA members, and commercial station representatives from Oregon and Washington attended. The theme was "Re-emphasizing the Importance of Radio as an Educational Tool."

In the opening address of welcome, given by J. W. Edwards, deputy superintendent, Portland public schools, it was stressed that "The possibilities for learning through radio broadcasts are infinite but the effectiveness is limited by the quality of the program, the quality of the teacher, and the state of preparedness on the part of the pupil."

The first demonstration of the morning featured Franklin high school Radio Workshop students under the direction of their instructor, Cecil McKercher, president, Portland AER. This group demonstrated how they had written and produced an original radio script, entitled "The Music of George Gershwin." This program was one in a series entitled, *American Profile*, which these radio workshop students produced over KBPS, the Portland public schools' radio station. The second demonstration featured a KOAC Oregon School of the Air broadcast, under the direction of James Morris from Corvallis, Oregon. The broadcast, *What's That Word?*, a new spelling program, featured three Portland children from Rigler elementary school with their teacher, Lillian Muir. Lana Lu Bouska, director, Oregon School of the Air, conducted the discussion of this broadcast.

The morning session closed with a Radio Coordinators' Round Table, which included elementary and high school teachers of the Portland public schools, discussing problems concerned with a coordinator's duties and the

classroom utilization of various types of broadcasts. Chairman for this group was Patricia L. Green, assistant supervisor of radio, Portland public schools.

At the Conference Luncheon, held at the Heathman Hotel, Cecile Creed, consultant, Standard School Broadcast, San Francisco, was introduced.

The afternoon session opened with the introduction by Luke Roberts, educational director, KOIN, Portland, of Dr. Peter Odegard, president, Reed College. Dr. Odegard delivered the main address of the Conference, entitled, "Communication and Culture." His presentation, emphasizing the importance of language as an art of communication, was particularly stimulating and thought-provoking to those in attendance.

The last radio program utilization demonstration of the Conference featured sixth grade students of Shattuck elementary school, Portland, and their teacher, Lorene Riley. This group listened to a transcription of one of the regular Thursday morning broadcasts in the Pan-American series written and produced by the staff of KGW. This series is one of five prepared to correlate with classroom study and produced weekly by KGW for broadcast over KBPS into the elementary grade classrooms of the city. The Shattuck students were "prepared" for the program entitled, "The Island of Saba—West Indies," heard it, and then Miss Riley demonstrated how such a broadcast might be utilized by the classroom teacher. Teacher-preparation sheets, identical to those received weekly by Portland teachers to help them prepare their students for listening to these five series, were distributed to the conference guests before the demonstration.

The Conference closed with a summary by Alice Smith, principal, Terwilliger school, Portland. Expressing the consensus of those present that the demonstrations had been of great value, she closed with the key thought to be remembered by all that "the criterion for the use of radio programs in the classroom must be what is the best for the child in this particular learning situation.

Louise Huckba, Glencoe school, Portland, was the general chairman for the Conference. Her assistants were Cecil McKercher, Eleanor Hansen, and John Smith of the AER.—PATRICIA L. GREEN, Portland AER secretary, and assistant supervisor—Radio—KBPS.

## Alpha Epsilon Rho



**Gamma Chapter**, University of Minnesota, Minneapolis—Gamma Chapter continues to participate actively in radio in Minneapolis and St. Paul. On April 6, members will match wits with each other on the *Quiz of the Twin Cities*, originating from WCCO, CBS affiliate.

One of the most original children's series of programs in Minneapolis is *Lollypop Playhouse*, which is broadcast every Saturday morning over the Northwest Network and NBC-station KSTP. It is written and produced by Betty Girling, regional vice president of AEP. The assistant producer is Duane Zimmerman, also a member of Gamma Chapter. Other members take parts in the weekly program. *Lollypop Playhouse* has the second highest Hooper-rating for that time in the Twin Cities area and the response each week reaches over two hundred letters.

Gamma Chapter members are continuing to take part in the nine weekly dramatic programs of the Minnesota School of the Air originating at the University's 5,000-watt station, KUOM, and rebroadcast on several other stations in Minnesota. Two of these programs, *The Adventures of Penny and Paul* and *Let Science Tell Us*, are written and produced by Don Stubbs of Gamma Chapter. *Following Conservation Trails*, produced by another Gamma member, Ray Christensen, is broadcast over a network of nine stations throughout the state of Minnesota.

University of Minnesota Week, February 15-21, was the occasion for much activity in Gamma Chapter. Northrop Dawson, associate member, wrote and produced a series of five 15-minute programs which illustrated the achievements of the University in various technical fields. Some of the leading scientists and specialists of the country were interviewed on these programs. Among them were Professor Edward W. Davis, taconite expert; Dr. John J. Bittner, internationally famous cancer specialist; and Professor John D. Akerman, famous aircraft designer. The programs were distributed to 20 stations throughout the state of Minnesota.

Gamma Chapter is proud of the achievements of its former members who have gone into professional radio. Here is a list of some of our members and the positions they now hold:

Kenn Barry, program director, KWDM, Des Moines; Bob Boyle, director, University of the Air, KUOM, Minneapolis; Ray Christensen, chief announcer, KUOM, Minneapolis; M. John Cole, traffic director, KWDM, Des Moines; Northrop Dawson, production director, KUOM, Minneapolis; Del Dusenberry, director of radio, University of Florida, Gainesville; Mona Ewing, chief continuity writer, WINX, Washington, D. C.; Betty Girling, director, Minnesota School of the Air, KUOM, Minneapolis; Irene Goustin, continuity writer, Kenyon and Eckhardt Agency, New York; Bette Jones, script writer, General Mills, Inc., Minneapolis;

Jergen Nash, program director, KDHL, Faribault, Minnesota; Jerry Nelson, producer, WCCO, Minneapolis; Roswell Otto, instructor in radio, Gustavus Adolphus College, St. Peter, Minnesota; Burton Paulu, manager, KUOM, Minneapolis; Allis Rice, script writer, WBOE, Cleveland; Corinne Rickert, assistant director of radio, University of Miami, Coral Gables, Florida; Mary Lou Roman, instructor of English and radio, Junior High School, Hammond, Indiana; Bob Runyon, assistant public service director, WTCN, Minneapolis; Glen Smith, production director, WJPG, Green Bay, Wisconsin; Ruth Swanson, program director, KUOM, Minneapolis; E. W. Ziebarth, director of education, Central Division, Columbia Broadcasting System, Minneapolis.

**Epsilon Chapter**, Ohio State University, Columbus, Ohio—We are now broadcasting half-hour dramatic shows over WOSU on Saturdays, 3:30 to 4:00. Most of these scripts have been original or adaptations. All broadcasts are produced by our student directors, Charles Schiappacasse, Newt Mitzman, and Walter Avison. Our two most recent plays have been *The Apple Tree* and *Little Women*—both adaptations by Professor Emerson Evans, former network script writer and co-adaptor of *War of the Worlds*.

Patti Cooper, pledge, now has her own half-hour disc jockey program over WELD, Columbus FM.

Nine of our members are staff announcers in Columbus at downtown commercial stations and at WOSU.

We are planning a "training group" to precede our pledge class. Last week over sixty students appeared for AEP auditions and from this group we will select promising students for our training class in radio. This affords us an opportunity to observe their work and to select pledges from this group.

Jen Ann Walthour, WOSU staff member who has furnished many original scripts for our AEP productions, was recently made an associate member of Epsilon Chapter.

**Iota Chapter**, Utah State College, Salt Lake City—We had our annual luncheon on March 13. All of the top radio people from the local stations were there and it proved to be as it has always been in the past, a thoroughly successful affair.

**Nu Chapter**, Louisiana State University, Baton Rouge—During the past semester most of us have been busy aiding with the general programming of L.S.U.'s new FM station, WLSU, which has been broadcasting regularly from 1:00 to 7:05 p.m., since October. Each member of our group has also directed a radio workshop play during the semester. For the immediate future we are planning a weekly series on American Freedoms. This was suggested to us by a documentary show we produced over WLSU the day that the Freedom Train was in Baton Rouge, urging the public to visit the train. We are also handling now a weekly series of productions of original scripts, most of which were written in the advanced writing class of our faculty advisor, Lucile Ruby.

**Questions** concerning Alpha Epsilon Rho should be addressed to Dr. Sherman P. Lawton, *Executive Secretary*, Alpha Epsilon Rho, University of Oklahoma, Norman Oklahoma.

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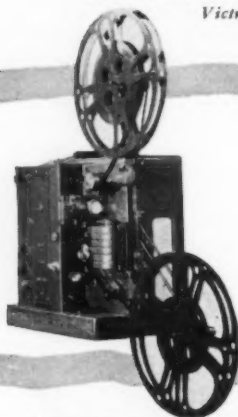
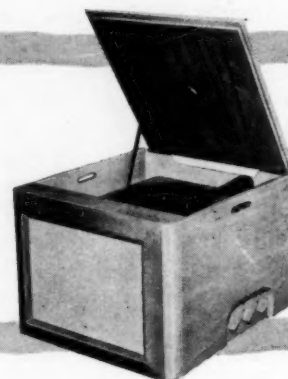
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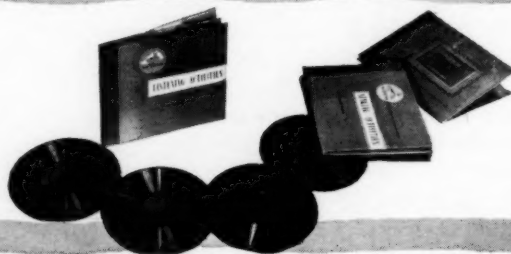
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